

Career Opportunity!

311 Director and Customer Service Strategist

HAMPTON VA



The City of Hampton seeks a professional to lead a staff of 18 in the 311 Call Center. The 311 Director is a member of an executive team with a national reputation for being creative, innovative, and collaborative. The 311 Call Center opened in 1999 and was the first centralized municipal call center of its kind in Virginia and fourth in the U.S. The director provides vision and guidance in implementing the overall citizen/customer service strategy across the City organization. This includes using technology to enhance services and support the organization's customer service mission. The 311 Director serves at the pleasure of the City Manager and reports directly to the Assistant City Manager for Quality Government and Leisure Services. This is a "hands-on" position calling for a leader cognizant of the opportunities and obstacles associated with municipal customer service delivery.

ORGANIZATION FACTS

- 2,600 full-time and part-time employees in 23 departments
- City Operations Budget: \$256M

COMMUNITY FACTS

- Located in coastal Virginia, the largest metropolitan area on the East Coast between Atlanta and Washington, DC , with a population of 1.7 million
- Hampton Population: 136,699
- 124 miles of waterfront
- 3-time All-America City Award
- White House Local Champion of Change Award (2012)
- ICMA Strategic Leadership & Governance Award (2012)
- Median home price: \$165,250
- Median age: 35.5 years
- Anchored by NASA/Langley Research Center, Langley Air Force Base, and Sentara Healthcare System
- Home to Hampton University and Thomas Nelson Community College

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DESIRED TRAITS

Skilled in the delivery of customer service in a municipal setting

Ability to get results through others & hold others accountable, while maintaining positive, collaborative relationships

Problem-solver

Strong writing skills

Effective verbal communicator

Creative thinker

QUALIFICATIONS: Bachelor's degree in Public Administration, Business Administration, Communications, or a related field. Minimum of 5 years of progressively more responsible experience in a customer service environment. At least three years supervisory experience; leadership experience in a government or non-profit organization preferred.

SALARY: Hiring range \$83,527-\$91,879 depending on qualifications & experience. **TO APPLY:** For complete job description, visit www.hampton.gov. Complete online application and attach a cover letter and resume. Apply by 2/25/15. EOE.



RECRUITMENT TIMELINE

February 25th

Deadline to submit application materials

Mid March

First Interviews

By Early April

Finalist Interviews in Hampton

ESSENTIAL FUNCTIONS OF THE 311 DIRECTOR

- **CUSTOMER SERVICE:** Possesses a keen commitment to delivering excellent customer service to a diverse customer base. Manages, plans, coordinates and implements strategies and tactics to achieve excellent performance within the call center. Skilled at facilitating cross-departmental solutions to complex customer interactions with considerable tact and persuasion.
- **MANAGEMENT AND LEADERSHIP:** Builds and leads an engaged, high performing customer service team. Supervises the 311 leadership team in staff mentoring, training, and building a culture of positive accountability.
- **PROGRAM EVALUATION AND REPORTS:** Evaluates 311 operations as well as analyzes customer service performance across the organization. Presents recommendations that will continuously improve customer service delivery and build the positive reputation of the City.
- **NETWORKING, OUTREACH, AND MARKETING:** Works collaboratively with other City departments, City leadership, all levels of City staff, external customers, and citizens. Builds the reputation of 311 and City customer service throughout the community.
- **BUDGETING:** Prepares and administers the department's annual budget.
- **STAFFING:** Ensures effective hiring, employee performance management, scheduling, quality assurance, and training for the call center.

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311 CALL CENTER DEPARTMENT FACTS

- Mission: To provide City customers with easy access to nonemergency City information and services in a manner that is excellent in quality and builds trust in our City government.
- 18 employees (10 Full-time, 8 part-time)
- Leadership team comprised of Call Center Director, Supervisor, Team Leader, and senior 311 staff members
- Budget: \$475,000
- Hours of Operation: 7 AM to 11 PM, 7 days a week
- 150,000 customer contacts annually
- An integral part of the Emergency Operations Center during storms and other disasters.

MAJOR INITIATIVES

- Implementation of a replacement CRM (Customer Relationship Management) system in 2014; Phase I completed. A citizen self-service portal and citizen mobile application are planned for Phase II.
- Enhancing strategic customer service throughout the City organization by analyzing call center and city customer service performance and advising City leadership on ways to achieve continuous improvement.
- Collaborating across departments to establish organizational best practices.
- Ongoing development of a high performance culture within 311, with leadership and team skills developed among all staff.
- Enhancement of individual staff skills to grow 311's ability to identify and facilitate solutions to complex, cross-departmental customer concerns.
- Providing support to major Council initiatives where frontline citizen service and information is key, such as the Safe and Clean Initiative.
- Implementation and administration of the City's Reverse 911/311 system, upgraded in August 2013, to include training staff cross-departmentally in use of the system.
- New business development within the organization to keep 311 vital to our department partners and integral to City customer service.
- Ongoing marketing and outreach to the community.

